

New Canadian campaign asks Health Canada to require warning-and-help signs at every supervised consumption site

Free posters with each province's 24-hour help line available now at makehelpvisible.ca

CAMBRIDGE, Ont., October 5, 2026 — Make Help Visible, a Canadian campaign launched this month, is asking the federal Minister of Health to add one condition to every supervised consumption site exemption: a plain-language warning-and-help sign at the entrance and inside the consumption room.

Health Canada lists 26 sites operating under federal exemption, and British Columbia runs more under a provincial order. None is required to post a health warning or a way to get help. Cigarette packages carry warnings on 75% of their surface. Every cannabis package carries one. Every bar in Ontario posts a pregnancy warning by law.

The drugs have changed. Health Canada's own lab found medetomidine, an animal sedative, in 86% of Ontario fentanyl samples by February 2026, up from 12% in August 2024. Toronto's drug checking service found a benzodiazepine-related drug in 38% of fentanyl samples. "Public health posts these alerts online," said Jason Comely, founder of Make Help Visible. "The room where people use the drugs posts nothing."

The campaign offers three free posters, one each on methamphetamine and dental damage, fentanyl and brain injury, and xylazine wounds. Each names a health effect, a next step, and the 24-hour help line Health Canada lists for the reader's province or territory, in versions for all thirteen. They are free to print under a Creative Commons licence.

"This isn't about closing anything. It's about what's on the wall. A site can hand out supplies all day. It should also tell people what the drugs do and where to get help," said Comely.

The website provides ready-to-send emails to the federal Minister of Health, to each provincial and territorial health minister, and to local sites, and asks sites that refuse to post a sign to say why in writing.

About Make Help Visible. Make Help Visible is a Canadian campaign for warning-and-help signs at every drug consumption site in the country. It is promoted by Referee The Room, which trains frontline shelter and outreach staff. Posters, facts and contacts: makehelpvisible.ca.

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